



Nintendo eShop

Shop. Download. Play

How to Buy?

You can purchase content from the eShop directly using a credit card or you can buy an eShop card from retail stores to fund your wallet.



Digital at Retail

We are currently executing this message in partner with our retailers by using this snipe on our in-store POP.



CURRENT DIGITAL MARKETING MESSAGING AT RETAIL

EXPAND PURCHASE OPTIONS

With the Nintendo eShop, consumers have more ways to access content.

NEVER LOSE A SALE

Most Nintendo packaged games are available on Nintendo eShop. If stores are out-of-stock, customers can purchase the game from the eShop with a credit card, or Nintendo eShop Card so a sale is never missed.

GIFTING

Nintendo eShop Cards make great gifts for the Nintendo 2DS, 3DS or Wii U owner. No need to guess what game to buy!





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What is Nintendo eShop?

Get the games you want, when you want them. Nintendo eShop gives you instant access to a huge catalog of games, applications, video content, and more that you can download directly to your device.

NINTENDO 2DS

NINTENDO 3DS

Wii U

Consumers should visit the eShop often to learn more about games without having to make a purchase.



A Wide Variety of Content



EARTH BOUND

huluPLUS

NETFLIX

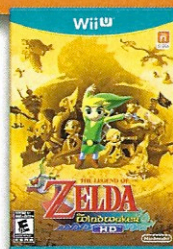
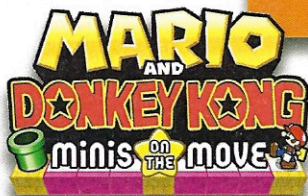
VIRTUAL CONSOLE
GAMES FROM
NINTENDO'S PAST
SYSTEMS

DLC FOR Wii U &
NINTENDO 3DS

EXCLUSIVE
DOWNLOAD-ONLY
GAMES

GAME TRAILERS,
NEWS, SCREENSHOTS,
VIDEOS, INCLUDING
VIDEO ON DEMAND

FULL DOWNLOADS
OF RETAIL GAMES



DEMOS FOR
SELECT GAMES



Nintendo

Games featured are rated:

